

## ORDER



KLAS

Orders	Order / Rev:	37738	Primary AE:	Mike Jones
	Alt Order #:	08889239	Sales Office:	K-WAS
	Product Desc:	Horsford/DCCC	Sales Region:	National
	Estimate:	2250		
	Flight Dates:	10/26/12 - 10/30/12		
	Original Date / Rev:	10/25/12 / 10/25/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Horsford - DCCC		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PO1	Order Separation:	00:15:00
	Priority:	LV1	Advertiser External ID:	
	Revenue Codes:	AGY, POL, CAND	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$20,585.00	\$17,497.25
10/29/12	10/30/12	17	\$8,275.00	\$7,033.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$20,585.00	\$17,497.25	0.00
November 2012	17	\$8,275.00	\$7,033.75	0.00
Totals	29	\$28,860.00	\$24,531.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$28,860.00
Market	100%	\$96,200.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,050.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,810.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/26/12	10/30/12	8 News Now 5a M-F	CM	5-6a	MT--F--	:30	2	\$225.00	LV1	0.00	NM	2	\$450.00

## 8 NEWS NOW

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/26/12	11/01/12	MT--F--	2	\$225.00	0.00

E 2	8	10/26/12	10/30/12	CM	6-7a	MT--F--	:30	2	\$275.00	LV1	0.00	NM	2	\$550.00
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Order / Rev: 37738  
 Alt Order #: 08889239  
 Flight Dates: 10/26/12 - 10/30/12

Advertiser: Horsford - DCCC  
 Product Desc: Horsford/DCCC  
 Estimate: 2250

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F															
8 News Now 6a M-F															
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			2				\$275.00		0.00			
E 3	8	10/26/12	10/30/12	CBS This Morning	7-9a CM	7-9a				MT--F--		:30	2	\$200.00	LV1 0.00 NM
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			2				\$200.00		0.00			
E 4	8	10/27/12	10/27/12	CBS Early Show - Sat.	CM	5-7a				-----S-		:30	1	\$50.00	LV1 0.00 NM
CBS Early Show - Sat.															
CBS THIS MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	10/28/12	-----S-			1				\$50.00		0.00			
E 5	8	10/28/12	10/28/12	CBS News Sunday Morn	QM	CBS Sunday Morn	-----S			:30	1	\$350.00	LV1 0.00 NM		
CBS News Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12	10/28/12	10/28/12	-----S			1				\$350.00		0.00			
E 6	8	10/26/12	10/30/12	Live w/Kelly	CM	9-10a				MT--F--		:30	1	\$300.00	LV1 0.00 NM
Live w/Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$300.00		0.00			
E 7	8	10/26/12	10/30/12	Price Is Right	CM	10-11a				MT--F--		:30	1	\$450.00	LV1 0.00 NM
Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$450.00		0.00			
E 8	8	10/26/12	10/30/12	Y&R	CM	11a-12p				MT--F--		:30	1	\$550.00	LV1 0.00 NM
Young & Restless															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$550.00		0.00			
E 9	8	10/26/12	10/30/12	8 News Now Noon M-F	CM	12-1230p				MT--F--		:30	1	\$325.00	LV1 0.00 NM
8 News Now Noon M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$325.00		0.00			
E 10	8	10/26/12	10/30/12	1230-2p Soaps/ LMAD	CM	1230-2p				MT--F--		:30	1	\$375.00	LV1 0.00 NM
Soaps / Let's Make A Deal															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$375.00		0.00			
E 11	8	10/26/12	10/30/12	1230-2p Soaps/ LMAD	CM	1230-2p				MT--F--		:30	1	\$375.00	LV1 0.00 NM
Soaps / Let's Make A Deal															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$375.00		0.00			
E 12	8	10/26/12	10/30/12	The Talk 2-3P	CM	2-3p				MT--F--		:30	1	\$375.00	LV1 0.00 NM
The Talk															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$375.00		0.00			
E 13	8	10/26/12	10/30/12	Ellen	CM	3-4p				MT--F--		:30	1	\$425.00	LV1 0.00 NM
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$425.00		0.00			
E 14	8	10/26/12	10/30/12		CM	4-5p				MT--F--		:30	2	\$450.00	LV1 0.00 NM
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/26/12	10/30/12	11/01/12	MT--F--			1				\$450.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
<b>8 News Now 4p M-F</b>																										
<b>8 News Now 4p M-F</b> (4:30 PM-5:00 PM)																										
<b>8 NEWS NOW AT 4PM &amp; 430PM</b>																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/26/12</td> <td>11/01/12</td> <td>MT--F--</td> <td>2</td> <td>\$450.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/26/12	11/01/12	MT--F--	2	\$450.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	2	\$450.00	0.00																					
E 15	8	10/26/12	10/30/12	8 News Now 5-630p M-FCM	5-630p		MT--F--	:30	2	\$1,750.00	LV1	0.00	NM	2	\$3,500.00											
<b>8 News Now 5-630p M-F</b>																										
<b>8 NEWS NOW ROTATION</b>																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/26/12</td> <td>11/01/12</td> <td>MT--F--</td> <td>2</td> <td>\$1,750.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/26/12	11/01/12	MT--F--	2	\$1,750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	2	\$1,750.00	0.00																					
E 16	8	10/28/12	10/28/12	8 News Now Sun 5-7p CM	5-7p		-----S	:30	1	\$135.00	LV1	0.00	NM	1	\$135.00											
<b>8 News Now Sun 5-7p</b> (6:30 PM-7:00 PM)																										
<b>8 NEWS NOW AT 630PM-SUN</b>																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/22/12</td> <td>10/28/12</td> <td>-----S</td> <td>1</td> <td>\$135.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	-----S	1	\$135.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S	1	\$135.00	0.00																					
E 17	8	10/26/12	10/30/12	630-7p Inside Edition CM	630-7p		MT--F--	:30	1	\$325.00	LV1	0.00	NM	1	\$325.00											
<b>Inside Edition</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	1	\$325.00	0.00																					
E 18	8	10/26/12	10/30/12	7-8p Rotator CM	7-8p		MT--F--	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00											
<b>7-8p Rotator</b>																										
<b>ET/INSIDER</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	1	\$1,225.00	0.00																					
E 19	8	10/28/12	10/28/12	Sun 7-8p CM	7-8p		-----S	:30	1	\$6,000.00	LV1	0.00	NM	1	\$6,000.00											
<b>60 Minutes</b>																										
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/22/12</td> <td>10/28/12</td> <td>-----S</td> <td>1</td> <td>\$6,000.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	-----S	1	\$6,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S	1	\$6,000.00	0.00																					
E 20	8	10/26/12	10/30/12	8 News Now 11p M-F CM	11-1135p		MT--F--	:30	2	\$600.00	LV1	0.00	NM	2	\$1,200.00											
<b>8 News Now 11p M-F</b>																										
<b>8 NEWS NOW AT 11PM</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	2	\$600.00	0.00																					
E 21	8	10/26/12	10/30/12	Letterman CM	1135p-1237a		MT--F--	:30	1	\$275.00	LV1	0.00	NM	1	\$275.00											
<b>Letterman</b>																										
<b>LATE SHOW w. LETTERMAN</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/26/12	11/01/12	MT--F--	1	\$275.00	0.00																					
E 22	8	10/27/12	10/27/12	NCAA Football CM	NCAA College Foo-----S-		:30	1	\$2,625.00	LV1	0.00	NM	1	\$2,625.00												
<b>NCAA College Football</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S-	1	\$2,625.00	0.00																					
E 23	8	10/28/12	10/28/12	NFL Reg Season Game CM	NFL Football Reg. -----S		:30	1	\$7,700.00	LV1	0.00	NM	1	\$7,700.00												
<b>NFL Football Reg. Season</b>																										
<b>CBS NFL FOOTBALL-LATE GAME</b>																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S	1	\$7,700.00	0.00																					

Totals 29 \$28,860.00